

ABSTRACT OF THE DISCLOSURE

A label holder is hingedly connected to a clip portion grippingly engaged over a transversely extending rod at the distal end of a merchandise aid, such as a scanner hook or the like, or over a plate on the end of a scanner hook enabling the label holder to be moved forwardly to access or position product on the scanner hook, or, in some applications, rearwardly in the event of impact from a passerby. By selecting the properties of the hinge section, the label holder can be temporarily fixed in a selected angular relationship when the scanner hook extends above or below the eye of a viewer to facilitate reading information on labels carried thereby.